#### MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 I Street, Room 1130 Sacramento, CA 95814 Telephone: (916) 323-5079

WEBSITE ADDRESS: http://caag.state.ca.us/charities/

### **COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES**

### 2000 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1 (Recently enacted).

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



http://caag.state.ca.us/charities/					
Name and Address of Commercial Fundraiser:		Name and Address of C	haritable Orga	nization or Charitabl	e Purposes:
CF Number 414		CT No. 19544	F,E.I.N.	No.13-353	1048
Facter Direct LTD		Planned Parenthoo	d Action Fu	ınd, Inc.	
Name of Commercial Fundraiser	•	Name of Charity			_
11500 West Olympic Blvd., Suite 540	·	810 Seventh Avenu	ue		
Address of Commercial Fundraiser		Address of Charity	MV	10010	
Los Angeles CA 90064  City, State, and ZIP Code of Commercial Fundraiser		New York  City, State, and ZIP Cod	NY to of Charity	10019	
• •	1/1/2002	, 200, to, to	ie of Charity		
Telemarketing held ( (Type of Activity)	on) (from)	(Date or dates must be	shown)	200	
1. REVENUE					
A. Cash contributions		\$ 818,710°°	A.		
B. Entertainment sales or admission charge	s		В.		
C. Sales from products D. Advertisement sales			C. D.		
E. Membership fees			E.		
F. Other sources: (Specify)			_		
a b	-		Fa. Fb.		
C			Fc.		
d			Fd. 11 8	18,710	
G. TOTAL REVENUE			# 0	10(110	.G.
2. EXPENSES	,	•			
A. Fees or commissions			A.		
B. Salaries     C. Payroll taxes			В. С.		
D. Employee benefits		-		-	
<ul> <li>E. Cost of merchandise for resale</li> </ul>		Please see	<b></b>		
F. Cost of entertainment G. Postage		breakdown	attached		
H. Advertising		breakdown	or expense	es	
I. Telephone		4			
J. Rental of equipment K. Facilities charge					
L. Permits					
M. Other expenses: (Specify)					
a b			Ma. Mb.		
C	<b>_</b>		Mc.		
d	<del>_</del>		— M∰3;	27,070.21	
N. TOTAL EXPENSES			H //	2) 00 00	. N.
3. Distribution or net to charitable organization or ch	naritable purposes		4 4	11, 634.79	.3.
4. (a) Is any officer, director, partner of owner of	of the Commercial Fund	raiser in any way affiliated	with or contro	al dirab or indirectly	the
charitable organization for which the Commercial Fu	ndraiser has contracted	to solicit?	With or contro	n, unery or munecuty	, tile
Yes [] No If "yes," comp	lete the following:				
Name of officer, director, partner or owner of	Name a	and address of	R	elationship of officer,	etc.
Commercial Fundraiser		le organization		o charitable organiza	
	1				
(b) For each affiliation identified in 4(a), a					
Under penalties of periury, I declare that I have example to the second		ing accompanying document	s, schedules	and statements, and	to the best
•	lete	Truly D	conida.	D &<	5.02
i	Printed Nam	e t	Title	<u>v</u> 0	Date
(	nization for verifying the	distribution			-/ I
	JAMES M	NOW ASS	I'T SE	CRETARY	8/12/07
,	Printed Nam	e	Title		Daté /
Consultration of managinary of the distractor (Constitution	JEFFREY M	ECHANICK AS	ST TRE	FASURER	8/9/02
	MINION MON				,

Atterney General's Registry of Charitable Trusts

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BECELLED

## Facter Direct Ltd Campaign Expense Allocation

		\$ 327,070.21
Printing	131,263/46	\$ 7,594.77
Postage	33 <del>0,963.</del> 80	\$ 19,149.22
Telephone	310,985.59	\$ 17,992.15
Payroll	1, <del>235,355.</del> 08	\$ 111,977.65
Employee benefits	148-956-80	\$ 8,329.19
Rent	30 <del>8,771.64</del>	\$ 17,865.21
Office manager	670,039.03	\$ 38,767.77
Utilities	70,547.25	\$ 4,081.79
Equipment	6 <del>8</del> ,311, <b>2</b> 0	\$ 3,952.42
Recruitment	48,148.75	\$ 2,784.10
Computer Programming	4 <del>8,87\.3</del> 0	\$ 2,364.77
Office expenses	1, <del>273,048.</del> 70	\$ 73,657.29
P.S. Fee/Profit	<del>320,674.2</del> †	\$ 18,553.88
Total	5 <del>,652,886.8</del> 1	\$ 327,070.21

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ttp://caag.state.ca.us/charities/	ū	•	•	PARTME
ame and Address of Commercial Fundralser:		Name and Addre	ss, of Charitable Or	ganization or Charitable Purposes:
F Number — 4 4	,	CT No	<u>객                                    </u>	1. No. 13-3539048
acter Direct LTD		Planned Pare	enthood Action F	
ame of Commercial Fundraiser		Name of Charity		
1500 West Olympic Blvd., Suite 540		810 Seventh	Avenue	
ddress of Commercial Fundraiser		Address of Charity	•	
os Angeles CA 90064		New York	NY	10019
ity, State, and ZIP Code of Commercial Fundraiser	7/4/0000	City, State, and	ZIP Code of Charity	
Telemarketing held (on)	(from) 7/1/2002	200, to 12/3	1/2002	, 200
(Type of Activity)		(Date or dates m	ust be shown) 🚶	
. REVENUE		535.1	041). W A	
A. Cash contributions     B. Entertainment sales or admission charges			<u>ещили</u> В.	
C. Sales from products			c.	
D. Advertisement sales			<u>D</u> .	•
E. Membership fees F. Other sources: (Specify)			E	
a	•		Fa.	
b			Fb.	
c			Fc.	7-2 (180 (0)
G. TOTAL REVENUE				535,640,00 g
•				
EXPENSES A. Fees or commissions	,		Α.	
B. Salaries			A.	
C. Payroll taxes			C.	
D. Employee benefits			D.	and the second section and the second section is a second section of the second section of the second section is a second section of the section of the second section of the section of the second section of the section o
Cost of merchandise for resale     Cost of entertainment				ad
G. Postage		- nio	ase see attach	enses
H. Advertising	-	_ PIE	ase see απασι akdown of exp	6/1903
Telephone     J. Rental of equipment		- brea	ando	
K. Facilities charge				
L. Permits		_		•
M. Other expenses: (Specify) a.			Ma.	
b			Mb.	
C,			Mc. Md.	
N. TOTAL EXPENSES			IVIG.	U55,837.00 N
				3019010
Distribution or net to charitable organization or charit	able purposes			- Dathan.co3
(a) Is any officer, director, partner or owner of the	ne Commercial Fundra	iser in any way af	filiated with or conf	trol, diretly or indirectly, the
aritable organization for which the Commercial Fundr	aiser has contracted to	solicit?		
Yes 2] No If "yes." complete	the following:			•
Name of officer, director, partner or owner of		d address of		Relationship of officer, etc.
Commercial Fundraiser	charitable	organization		To charitable organization
			<del></del>	
(b) For each official identified in (/s) office	h come of the contract	between the com-		and the checks
(b) For each affiliation identified in 4(a), attac				
nder penalties of perjury, I declare that I have examine		accompanying do	cuments, schedule	s and statements, and to the best
r tand comm		Aine A	CUO	11/0/03
· · · · · · · · · · · · · · · · · · ·	Thoms	SIEINEN		
•	1homas Printed Name	Siegel	Title	Date
•	-Inomas	stribution.	Title	110 1/20/0
•	Printed Name  Installing the discount of the printed Name  PRANICINE	J.	Acting As	1/27/0
er)	Printed Name  Printed Name  Printed Name  Printed Name	stribution.	Title	110 1/22/2

Attorney General's Attorney of Chambel Trues

## Facter Direct Ltd Campaign Expense Allocation

	\$	\$233,839.00	
Printing Postage Telephone Payroll		5,429.88 13,690.75 12,863.50 80,058.47	
Employee benefits Rent Office manager		5,954.96 12,772.74 27,717.03	
Utilities Equipment Recruitment Computer Programming Office expenses	\$ \$ \$ \$ \$ \$	2,825.78	
P.S. Fee/Profit	\$	13,265.10	
Total	\$	233,839.00	